

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A food ~~or pharmaceutical~~ product comprising a food colored with pearlescent or interference titanium dioxide pigments and/or iron oxide pigments each comprising a platy substrate coated with at least one layer of titanium dioxide or iron oxide, ~~imparting colouring to said food products or pharmaceutical product.~~

Claim 2 (currently amended): A product ~~Products~~ according to Claim 1, wherein the platy substrate is a mica platelet, Al_2O_3 platelet, TiO_2 platelet or SiO_2 platelet.

Claim 3 (currently amended): A product ~~Products~~ according to Claim 1, wherein the iron oxide pigment is a platy substrate coated with Fe_2O_3 or Fe_3O_4 .

Claim 4 (currently amended): A product ~~Products~~ according to Claim 1, wherein the titanium dioxide pigment content and/or iron oxide pigment content in the food product ~~or pharmaceutical product~~ is 0.005 to 15% by weight.

Claim 5 (currently amended): A product ~~Products~~ according to Claim 1, wherein the titanium dioxide pigment and/or the iron oxide pigment are mixed in a ratio of 1:20 to 20:1.

Claim 6 (currently amended): A product ~~Products~~ according to Claim 1, comprising titanium dioxide pigments and/or iron oxide pigments combined with one or more pearlescent pigments, coated or uncoated TiO_2 platelets, SiO_2 platelets, natural or nature-identical colorants ~~colorants~~, colour pigments or natural plant or fruit extracts.

Claim 7 (currently amended): A product ~~Products~~ according to Claim 6, wherein the titanium dioxide pigments and/or iron oxide pigments are used in combination with one or

more pearlescent pigments based on mica coated with TiO_2 , Fe_2O_3 or a $\text{TiO}_2/\text{Fe}_2\text{O}_3$ mixture.

Claim 8 (currently amended): A product ~~Products~~ according to Claim 1, wherein the iron oxide pigment is a mica platelet, SiO_2 platelet or TiO_2 platelet coated with Fe_3O_4 .

Claim 9 (currently amended): A product ~~Products~~ according to Claim 1, wherein the food product ~~or pharmaceutical product~~ is furnished with a coating of shellac, oils, waxes, gum arabic, celluloses, polymethacrylates or icing comprising titanium dioxide pigments and/or iron oxide pigments and optionally additional pigments and/or colorants.

Claim 10 (currently amended): A process ~~Process~~ for the production of a food product colored ~~products and pharmaceutical products coloured~~ by titanium dioxide pigments and/or iron oxide pigments according to Claim 1, comprising adding titanium dioxide pigment and/or iron oxide pigment is added to a product to be colored ~~coloured~~ alone or in combination with other pigments or colorants in a desired quantitative ratio, simultaneously or successively, during or after production.

Claim 11 (Canceled)

Claim 12 (currently amended): A food ~~Feed or pharmaceutical~~ product comprising a food colored by a pearlescent pigment consisting essentially of a mica substrate coated with at least one layer selected from the group consisting of (a) a layer of TiO_2 and (b) a layer containing at least one of Fe_2O_3 or Fe_3O_4 or mixtures thereof.

Claim 13 (previously presented): A product according to claim 12, wherein said pearlescent pigment consists essentially of mica coated with a layer of TiO_2 .

Claim 14 (previously presented): A product according to claim 12, wherein said pearlescent pigment consists essentially of mica coated with Fe_2O_3 , Fe_3O_4 or mixtures thereof.

Claim 15 (previously presented): A product according to claim 12, wherein the pearlescent pigment consists essentially of mica with a layer of (a) and a layer of (b).

Claim 16 (currently amended): A food ~~Food~~ or pharmaceutical product comprising a food colored by a pearlescent pigment consisting of a mica substrate coated with at least one layer selected from the group consisting of (a) a layer of TiO_2 and (b) a layer containing at least one of Fe_2O_3 or Fe_3O_4 or mixtures thereof.

Claim 17 (previously presented): A product according to claim 12, wherein said pearlescent pigment consists of mica coated with a layer of TiO_2 .

Claim 18 (previously presented): A product according to claim 12, wherein said pearlescent pigment consists of mica coated with Fe_2O_3 , Fe_3O_4 or mixtures thereof.

Claim 19 (previously presented): A product according to claim 12, wherein the pearlescent pigment consists of mica with a layer of (a) and a layer of (b).

Claim 20 (new): An orally ingestible pharmaceutical product comprising an orally ingestible pharmaceutical product colored with pearlescent or interference titanium dioxide pigments and/or iron oxide pigments each comprising a platy substrate coated with at least one layer of titanium dioxide or iron oxide.

Claim 21 (new): A product according to Claim 20, wherein the platy substrate is a mica platelet, Al_2O_3 platelet, TiO_2 platelet or SiO_2 platelet.

Claim 22 (new): A product according to Claim 20, wherein the iron oxide pigment is a platy substrate coated with Fe_2O_3 or Fe_3O_4 .

Claim 23 (new): A product according to Claim 20, wherein the titanium dioxide pigment content and/or iron oxide pigment content in the food product is 0.005 to 15% by weight.

Claim 24 (new): A product according to Claim 20, wherein the titanium dioxide pigment and/or the iron oxide pigment are mixed in a ratio of 1:20 to 20:1.

Claim 25 (new): A product according to Claim 20, comprising titanium dioxide pigments and/or iron oxide pigments combined with one or more pearlescent pigments, coated or uncoated TiO_2 platelets, SiO_2 platelets, natural or nature-identical colorants, color pigments or natural plant or fruit extracts.

Claim 26 (new): A product according to Claim 25 wherein the titanium dioxide pigments and/or iron oxide pigments are used in combination with one or more pearlescent pigments based on mica coated with TiO_2 , Fe_2O_3 or a $\text{TiO}_2/\text{Fe}_2\text{O}_3$ mixture.

Claim 27 (new): A product according to Claim 20, wherein the iron oxide pigment is a mica platelet, SiO_2 platelet or TiO_2 platelet coated with Fe_3O_4 .

Claim 28 (new): A product according to Claim 20, wherein the orally ingestible pharmaceutical product furnished with a coating of shellac, oils, waxes, gum arabic, celluloses, polymethacrylates or icing comprising titanium dioxide pigments and/or iron oxide pigments and optionally additional pigments and/or colorants.

Claim 29 (new): A process for the production of a orally ingestible pharmaceutical product colored by titanium dioxide pigments and/or iron oxide pigments according to Claim 20, comprising adding titanium dioxide pigment and/or iron oxide pigment is added to a product to be colored alone or in combination with other pigments or colorants in a desired quantitative ratio, simultaneously or successively, during or after production.

Claim 30 (new): An orally ingestible pharmaceutical product comprising an orally ingestible pharmaceutical product colored by a pearlescent pigment consisting essentially of a mica substrate coated with at least one layer selected from the group consisting of (a) a layer of TiO_2 and (b) a layer containing at least one of Fe_2O_3 or Fe_3O_4 or mixtures thereof.

Claim 31 (new): A product according to claim 30, wherein said pearlescent pigment consists essentially of mica coated with a layer of TiO_2 .

Claim 32 (new): A product according to claim 30, wherein said pearlescent pigment consists essentially of mica coated with Fe_2O_3 , Fe_3O_4 or mixtures thereof.

Claim 33 (new): A product according to claim 30, wherein the pearlescent pigment consists essentially of mica with a layer of (a) and a layer of (b).

Claim 34 (new): An orally ingestible pharmaceutical or pharmaceutical product comprising an orally ingestible pharmaceutical product colored by a pearlescent pigment consisting of a mica substrate coated with at least one layer selected from the group consisting of (a) a layer of TiO_2 and (b) a layer containing at least one of Fe_2O_3 or Fe_3O_4 or mixtures thereof.

Claim 35 (new): A product according to claim 30, wherein said pearlescent pigment consists of mica coated with a layer of TiO_2 .

Claim 36 (new): A product according to claim 30, wherein said pearlescent pigment consists of mica coated with Fe_2O_3 , Fe_3O_4 or mixtures thereof.

Claim 37 (new): A product according to claim 30, wherein the pearlescent pigment consists of mica with a layer of (a) and a layer of (b).